



Australian Library and Information Association

ONLINE STORYTIME

First Quarterly Report: January, February, March 2022

This is the report for the first quarter of 2022, indicating how the pilot program is tracking in its second year. Support for this program has continued to create sales of Australian picture books and promote early literacy through country-wide access to Online Storytimes produced by public libraries.

Across the states and territories libraries are continuing to offer hybrid programming to ensure that people can access services. While Covid-19 lockdowns have lifted, libraries are aware of an increased number of people who are unable or not comfortable to come to the physical space.

The program continues to grow and we are all excited to see the community of public libraries, publishers and authors jointly promoting Australian books and reading.

We already have a healthy fund that will be redistributed to participating Australian publishers and on to authors and illustrators. The booklist continues to grow, with now just under 400 titles, 55 publishers and some 450 authors and illustrators.

So far we have raised a total of



55 publishers and over 450 authors and illustrators



Australian Library and Information Association



AUSTRALIAN PUBLIC LIBRARY ALLIANCE



Reporting results

We can report that in the first quarter, there were **279 recordings** made and posted to library websites, YouTube, Facebook, Instagram and Vimeo. This is similar the first quarter of 2021, in which 298 clips were recorded and posted, however, it is down from the height of the pandemic lockdowns in Australia when library spaces were closed.



The 279 recordings in the first quarter have generated, from available figures, in excess of 30,000 views. This is a snapshot figure that provides an indication of viewing figures only. A number of libraries have not been able to provide this statistic and viewing figures generally continue to increase after quarterly reporting.

The recordings have been uploaded to various platforms, with some recordings posted to multiple platforms. The infographic below displays the relative usage of different online platforms.

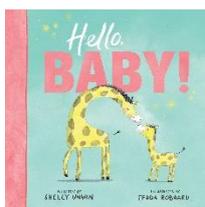


Facebook and YouTube are the platforms that are the most used, however, library websites and Instagram are also popular. One trend that has become apparent is the growing number of libraries that are posting their postings to multiple platforms, which is a great way to maximise reach and accessibility.

Book sales and the publishing industry continue to be supported, with libraries reporting a total of **161 titles purchased** due to the program this quarter. Adding this to last year's sales, this comes to a running total of **3,826 sales**.

161 books  purchased this quarter

The top five recorded titles in the first quarter were:



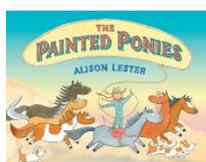
1. *Hello, Baby!* by Shelly Unwin, illustrated by Jedda Robaard (Allen & Unwin)



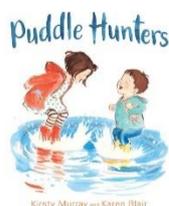
2. *Paint with Magic* by Sandi Wooton, illustrated by Pat Kan (Big Sky Publishing)



3. *My Possum Plays the Drums* by Catherine Meatheringham, illustrated by Maxine Hamilton (Windy Hollow Books)



4. *Painted Ponies* written and illustrated by Alison Lester (Allen & Unwin)



5. *Puddle Hunters* by Kirsty Murray, illustrated by Karen Blair (Allen & Unwin)

The top five purchased titles were:



1. *My Possum Plays the Drums* by Catherine Meatheringham, illustrated by Maxine Hamilton (Windy Hollow Books)

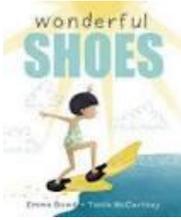


Australian Library and Information Association

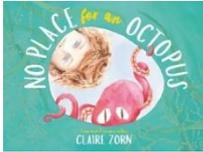


AUSTRALIAN PUBLIC LIBRARY ALLIANCE

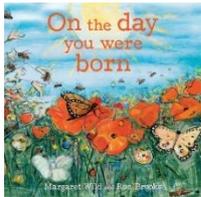




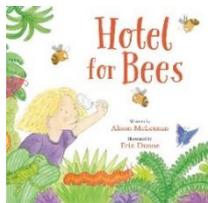
2. *Wonderful Shoes* by Emma Bowd, illustrated by Tania McCartney (Windy Hollow Books)



3. *No Place for an Octopus* written and illustrated by Claire Zorn (UQP)

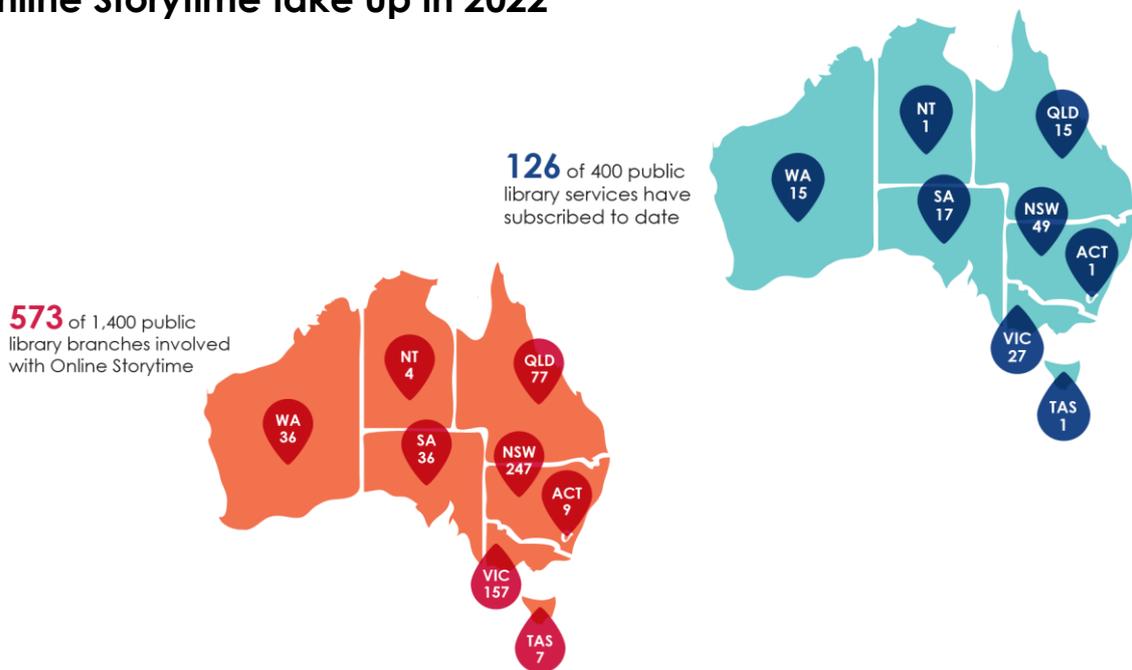


4. *On the day you were born* by Margaret Wild, illustrated by Ron Brooks (Allen & Unwin)



5. *Hotel for Bees* by Alison McLennan, illustrated by Erin Dunne (SLQ Press)

Online Storytime take up in 2022



At the end of the first quarter of 2022, there were 126 library services involved, comprising 573 individual public library branches. In comparison, by the end of the first year of the pilot in 2021, there were 159 library services, comprising 640 branches

signed up to the program. In terms of library branch numbers, this represents a 90% retention rate, however some registrants in 2022 are new to the program.



The Online Storytime pilot program, run by the Australian Library and Information Association, with the support of the Australian Publishers Association and the Australian Society of Authors, has been assisted by the Australian Government through the Australia Council for the Arts, its funding and advisory body, and the RISE Fund.